

## **Historic, Archive Document**

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1948

A GOOD BREAKFAST TO START A GOOD DAY!

C762

NETWORK: NBC

DATE: September 9, 1944

ORIGIN: WRC

TIME: 12:15-12:30 PM- EWT

(Produced by the Office of Distribution of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of this program...presented for more than eleven years in the interest of the consumers.)

oooooOooooo

SOUND:

CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN:

It's CONSUMER TIME!

3. SOUND:

CASH REGISTER....CLOSE DRAWER.

4. ANNCR:

During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service to the War Food Administration for the presentation of CONSUMER TIME!

5. SOUND:

RUNNING FEET...FAST, HARD...YOUNG BOY

6. BILLY:

(FAST...OUT OF BREATH) Naw....s'aright Ma...I don't want any breakfast...

7. SOUND:

LOUD DOOR SLAMS

8. MA:

Billy! Bill-eee...You come back here and eat your cereal!

9. SOUND:

RUNNING FEET...HEAVY MAN

10. GEORGE:

Goodbye, Honey...I'm gonna miss that bus sure...never mind about breakfast...

11. SOUND:

DOOR SLAM, LOUD

12. MA:

George! You can't...you...(WAILING) You didn't even drink your coffee...

13. SOUND:

RUNNING FEET...HIGH HEELED SHOES

14. BESSIE:

(FAST) So-long, Mother...Old Mr. Sticklepuss is going to bite my head off if I'm late again. Besides I just don't like breakfast anyhow...

15. SOUND:

DOOR SLAMS IN FAST

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PAUSE:

16. MA: (SIGH) What a family! Eggs...bacon...toast...cereal...those nice fresh oranges! Well...I'm doing my duty! I put it before 'em... and if they don't eat it...well...it's just not my fault.
17. VOICE: (THIN, RASPY, HOARSE) It sure ain't mine.
18. MA: For land sakes who said that?
19. VOICE: (PERKY) Me.
20. MA: Who? I don't see anybody.
21. VOICE: Me. George's egg. (SADLY) He never touched me.
22. MA: George's egg! (CATCH OF BREATH) Oh...you!
23. EGG: Fresh, soft-cooked, a perfect three-minute egg...and cooling off... Alone and forgotten....
24. MA: Well...I just don't believe I ever heard an egg speak before.
25. EGG: There's a lot of things you ain't heard of before, I'd say...
26. MA: (GASP) Why...I...there's no reason to be rude about it.
27. EGG: Do you think I like to be ignored...absolutely ignored like this? Carefully prepared just the way he likes...gently set down on the plate...waiting expectantly...and then...POOF!...George is out of the house and gone. And I'm untouched!
28. MA: I never thought of it from your angle before, I guess.
29. VOICE: (FEMALE, SOUTHERN DRAWL...HIGH AND SHRILL) Do you think we like it? Over here, toots, your little citrus friends...
30. MA: The oranges!
31. ORANGE: (MOCKING) Yes...the oranges!
32. MA: I guess you're complaining, too, then?
33. ORANGE: Oh no...why no indeed. We just love to come back on the table every mawnin'...and I do mean every mawnin'!
34. MA: Why...indeed...
35. ORANGE: Do you-all know how many times we've come back to this table now? Five mawnin's.



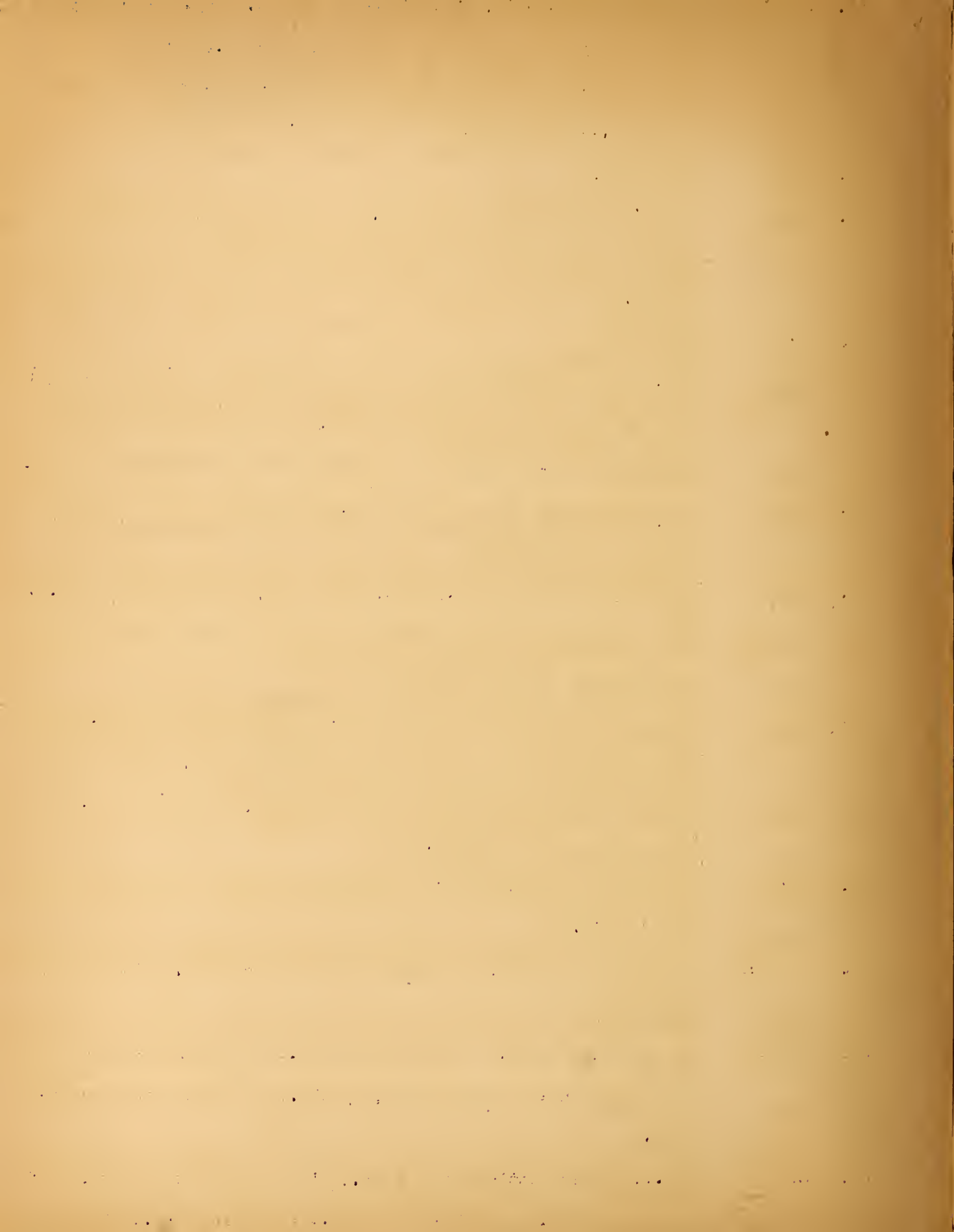


36. MA: Well...I don't see how I can help it! My family won't eat break-fast!
37. SOUND: LOUD CLATTER OF DISHES AND SILVER
38. MA: Stop it! Who's doing that?
39. EGG: It's the dishes. Having a good laugh.
40. MA: Well why should they laugh, for goodness sakes?
41. EGG: Because you say you can't help what your family does! And you're ...well...you're the housewife!
42. ORANGE: What we laffin'ly call a housewife.
43. MA: Will you please tell me what I can do? I can't spoon-feed grown-up people!
44. EGG: Don't make no remarks about the spoon! She'll go run away with the dish! (HEARTY LAUGH)
45. SOUND: BIG CLATTER OF DISHES.
46. MA: Oh...I think you're exasperating.
47. VOICE: Hey! Lemme outa here! Lemme outa here...doggone it...I smell myself burning...
48. SOUND: (CLATTER OF TIN...LIKE SOMEBODY SHAKING AN OLD FASHIONED TOASTER)
49. VOICE: I'm burnin' up, I tell ya...burnin' up.
50. EGG: (VERY SARCASTIC) In the toaster, sweetheart, hurry and let the toast outa da toaster!
51. MA: I don't know what's come over you all this morning.
52. SOUND: BANG OF TOASTER
53. TOAST: Thanks...thanks, lady...Gee look at me...boined to a crisp.
54. ORANGE: What do you care, honey child? It don't matter none now.
55. TOAST: You can say that again, Orange. Golden brown or black as a cinder ...I...toast...don't get more than a sniff in this house. (SIGH)  
Booey...it feels good to be on a nice, cool plate.
56. MA: Well heavens to Betsy! I never thought toast felt that way about being toasted...





57. TOAST: (SPECULATIVELY) Well, it isn't so much that, lady. We really rather enjoy being toasted a nice golden brown...but when the heat's really on and we curl up into a slab of carbon...that's no picnic...I tell you!
58. MA: Poor thing.
59. EGG: Oh don't waste pity on him lady. Ever since store-bought bread and rolls got enriched by United States law, there's no talking to them.
60. MA: Enriched?
61. EGG: Sure. The Government added a lot of vitamins and minerals to all the white bread and rolls in the USA. Now you never saw such a conceited bunch. Just what do people ever do to improve on eggs!
62. MA: Why...everybody knows that you eggs are already full of protein, minerals and vitamins.
63. EGG: (AMAZED...MOCKING) Well, well, well, now! I ask you, friends... does that sound like the little lady who lets her family skin out of the house without eating us?
64. MA: Well, of course you are good for us. Everybody knows that. But there's one sentence a family will not listen to...that is a mother saying "eat it...it's good for you". You don't know. You've never been a mother.
65. EGG: (SING-SONG) I coulda been a chicken! (SOTTO) I'm almost sorry now I wasn't.
66. ORANGE: I could be on a tree. A pretty little orange tree. With Orange blossoms.
67. TOAST: Oh stop it, you two. You're killing me. I could never have been much more than a piece of toast, myself. I already was a wheat-field.
68. MA: Well...this is getting us nowhere. I've got to get to work. Off with the dishes...out with the trash. (SQUEAL) Oooh...stop that..



69. EGG: (THREATINGLY) That's our trained fork. You'd just better sit down in that chair, now madam and take it easy. You don't leave until we're through with you.
70. MA: Look, now. What is this? Whatever you say won't do the slightest bit of good...
71. EGG: You'll see. We're going to tell you plenty!
72. MA: But my family will never believe me when I say "I was speaking to the egg this morning"...or "one of the oranges happened to remark that"...
73. ORANGE: Just you-all take it easy, now honey. We stayed up late last night talking this over.
74. MA: Indeed.
75. EGG: (CHUCKLE) Darn near busted my shell, too. Your husband, dear Georgie, came out to the ice-box for a snack...I thought he heard us.
76. ORANGE: You were having a little trouble, egg!
77. EGG: (GIGGLE) You know...I was fried darling...simply fried!
78. MA: How long do I have to sit here and listen to this simply insane conversation from a bunch of breakfast foods.
79. EGG: (WARNING) Watch da fork, lady. Sit down.
80. MA: Don't dare let him come near me!
81. EGG: Then sit still.
82. ORANGE: Hey, egg. What all's the matter with the cereal. He ain't sayin' nothin'!
83. EGG: He's sulkin'. Lady, did you ever see a sulky cereal? Well, there it is.
84. MA: I'd just as soon not hear from the cereal.
85. EGG: (BEMOANING) Looks like all the zip's gone out of him. Ain't it terrible.



86. ORANGE: Don't feel bad, cereal, honey. You'll be et t morrow. Look at egg. All he's good for now is to feed the cat.
87. EGG: None of that smart talk, Orange. I'll see that she takes care of me...I'll be hard-boiled...and deviled. Heh, heh, won't I be an old devil, though!
88. ORANGE: (GROAN) Oh, egg! No puns today...not now. We've got to get down to business.
89. MA: Yes, let's get down to business. You are going to tell me how to make my family eat breakfast. This is going to be good.
90. EGG: Well, folks are you ready? Ready for the lesson?
91. ORANGE: Cereal won't be much help today, egg. He's madder than a wet hen.
92. EGG: Careful about the hen now, orange. You're speaking of my relatives
93. ORANGE: So sorry, egg, honey.
94. TOAST: Look at Billy's glass of milk. Catch that sour expression!
95. ORANGE: He does look sour, and I don't blame him. He knows what he could have done for Billy...but instead he just sets there...untouched.
96. EGG: Old brother coffee isn't saying much either. But he's cold. No sense of humour when he's cold. Oh well, let's go. (CLEARS THROAT) Madam!
97. MA: Now wait one minute. Don't go screaming at me. Don't try to scare me. I'll listen quietly.
98. EGG: Madam! If you please, we are going to show you a few pictures. A few real live pictures of what your hungry little family is doing right now.
99. MA: Nonsense. I know what they're doing. Billy is in school...
100. EGG: Right you are. Billy is in school. Wait, now. Lady...keep your eyes on me. We're going to be an invisible audience...and visit Billy's school. Ready everybody? Lights! Action! Camera!
101. SOUND: DRUM ROLL IN FAST AND LOUD OUT.....
- SHORT PAUSE:







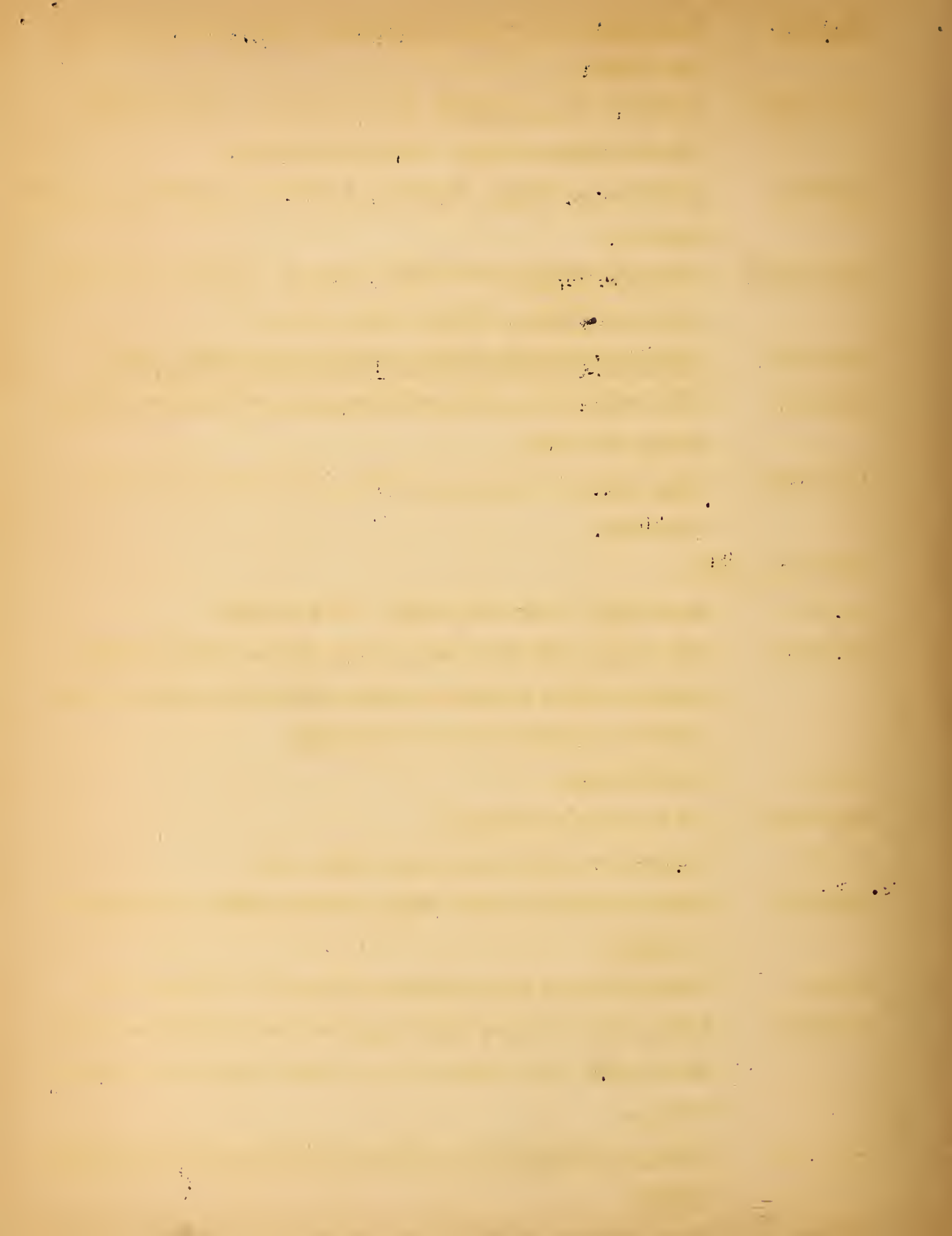
102. TEACHER: Billy, what's seventeen-times-four-hundred-and eithty-four?
103. BILLY: It's...it's...now wait a minute and let me think!
104. TEACHER: Wait indeed. Class...what's the answer?
105. CHORUS: Eight thousand, two hundred and twenty-eight.
106. TEACHER: Right!
- 106A. BILLY: Aw...I just couldn't figure.
107. TEACHER: Billy, what is the capital of Cairo? I mean...what's the capital of Egypt...I mean....Cairo's the capital of what...
108. BILLY: Cairo...let me think, now, Cairo...
109. CLASS: (YELLS) Egypt, dope!
110. TEACHER: Billy, what on earth is the matter with you?
111. BILLY: Nuthin'. (FADING) I just can't concentrate in the morning... that's all...
- PAUSE:
112. EGG: Now you see, my lady friend? Billy is having a tough time in school this morning...because he hasn't any fuel to run on. Get it? No breakfast, no thinkiee. Maaah, what a little egg would have done for him today!
113. MA: I simply can't believe it! Imagine, my Billy...why he actually didn't sound BRIGHT!
114. EGG: That's nothing...wait and we'll just take a quick look at your husband at work on his job. O.k. boys?
115. SOUND: DRUM ROLL...THEN...FACTORY NOISES, WITH A SORT OF BACKGROUND OF RHYTHMIC PULLY WHEELS, POUNDING, ETC., HOLD UNDER...
116. MAN: George. George! What about welding these wires on the scrombulator.
117. GEORGE: (YAWN) Hmhmhmhm?
118. MAN: About fifty of these lateral-bombles have gone by without no wires on 'em.
119. GEORGE: Hooo-Hummm...Ahhhh! (PAUSE) Hm? Lateral-bombles? No wires?



120. MAN: You forgot to weld on the tafilators! What's the matter with you, fella!
121. GEORGE: (QUICKLY) Oh my goodness! Oh my goodness! Stop the belt! Stop the place, will ya! I'll never catch up.
122. MAN: Too late now, George. They'll go back to the inspector, and you'll catch it.
123. GEORGE: Whadda you suppose is the matter with me? I just can't get my fingers to working. Stop the belt, will you?
124. SOUND: (FUMBLING WITH METAL GADGETS...DROPPING METAL STUFF, ETC.)
125. MAN: Better speed it up, George old boy...you can't hold up a whole factory like this.
126. GEORGE: O.K., O.K....I'm trying...but BOY...I wish that noon whistle would blow.

SOUND OUT...PAUSE:

127. MA: Poor George. Poor dear George. I had no idea.
128. EGG: With an egg, soft fried over...a big glass of orange juice... couple of slices of toast...cereal...hot coffee...think what he could be doing now! And did I say eggs?
129. MA: You said eggs.
130. ORANGE: Did he mention us oranges?
131. MA: Yes...yes he said oranges...and toast...and
132. EGG: You're getting the idea. Now....one more member of the family to visit!
133. MA: Don't tell me my little daughter Bessie is in trouble, too?
134. EGG: Well...that's what you gotta expect with no breakfast to start the day on! Now to de-e-ar little Bessie' desk...in a Great Big Office...
135. SOUND: DRUM ROLL...BRIEF PAUSE...TYPEWRITER POUNDED NOT TOO FAST OR REGULARLY.
136. MAN: (OFF...ROARING, GRUFF) Bessie! Where's that letter?





137. BESSIE: (WEAKLY) Coming, Mr. Sticklepuss.

138. MAN: (OFF) Well, hurry it up now, hurry it up. I've a lot more dictation!

139. BESSIE: (WEAKLY) Yes sir.

140. SOUND: FEEBLE TYPING... THEN PAPER RIPPED FROM MACHINE... CRUMPLED UP AND TORN.

141. MAN: (IN MIKE) What did you just do?

142. BESSIE: I...I tore...I tore it up, sir. I didn't spell Sticklepuss right. I put e-l instead of l-e.

143. MAN: (SORT OF GRRRR NOISE) You little no-good flossy empty-headed... flossy!

144. BESSIE: (GASP) Why sir!

145. MAN: You can't spell. You can't type. You can't erase. You can't even...why all you can do is watch that clock until lunchtime. I'm going to have that clock ripped outa here...

146. BESSIE: (SOBS) Oooh, Mr. Sticklepuss...I'll try harder...honest I will.

147. MAN: O.K., O.K....don't cry...now for goodness sake don't cry!  
(HAIR TEARING TONE OF VOICE) Why...oh why...do we have to have these scences...(FADES) ...every single morning!

PAUSE:

148. EGG: Now...madam housewife and homemaker and wife and mother...what do you think of those merry little pictures?

149. MA: (SNIFFLES) Oh...it's just too horrible...my whole little family.

150. EGG: Now don't you cry!

151. ORANGE: But you-all see now...how simple it is! What a difference a breakfast makes!

152. MA: Oh...you make me feel so guilty!

153. EGG: You are guilty madam!

154. ORANGE: You jus' go round sayin'"what can I do...it ain't my fault!"

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155. MA: But I see now it is. I had no idea what was going on. (GRIM)  
Believe me I'll make them eat a whopping big breakfast tomorrow.
156. EGG: Ah, ah...now, just a minute there. Don't get carried away.
157. ORANGE: They don't have to eat a big one.
- 157A. EGG: Just a nourishing one! Some people just don't want a lot to eat in the morning.
158. ORANGE: But just everybody gotta have some! They gotta have the kind of breakfast that's right for them.
159. EGG: You see...take Bessie, now. She works in the office, she doesn't need a two-fisted breakfast.
160. ORANGE: If she has an early lunch and a good one...why perhaps a glass of fruit juice...toast, and coffee would be enough for her.
161. TOAST: (ASIDE) Particularly if she's counting calories...
162. MA: But George now...he needs a bigger breakfast!
- 162A. EGG: Sure. George and Billy need more energy. For instance, first off, fruit juice, or tomato juice, or fresh fruit, they're all important for Vitamin C. And they're good too.
163. ORANGE: Thanks, brother egg, for the free "commercial". Now if I may, I'll just say a word for egg, here. He's full of protein and vitamins. You feel grand all morning when you eat egg.
164. EGG: (BRAGGING) Right you are, orange, honey! Soft cooked, fried, scrambled, poached. You know...you know! (ASIDE) Wait'll you see the free folder on breakfast that's being offered at the end of this program.
165. TOAST: Now take me for instance...me, toast. All that energy. I'm a knock-out all right...hot and golden brown...(SIGH) Ahh, what a toasty dish...ah, ah...I mean tasty...what a dish.
166. CEREAL: What about me...cereal! I've got energy like toast.
167. EGG: Thought you were too mad to talk..
168. ORANGE: Well, listen. If little Billy had eaten some fruit, an egg, toast or cereal...and a glass of milk, of course...I'll bet he'd have known all the answers this morning. (ASIDE) I hope she gets a copy of that brand new breakfast folder offered at the end of the program.



169. MA: Look here...what about coffee? I feel so bad about George's missing him...
170. EGG: Sure...for lots of people, coffee makes a breakfast. They just naturally want a cup of good hot coffee to start the day off wide-awake and with a smile.
171. ORANGE: See what your family's been missin'!
172. EGG: Just a matter of getting up a minute or so early.
173. ORANGE: Instead of tearing around the house in the morning like a bunch of chickens that's seen a **snake** in the hen-house.
174. EGG: (PAINED) Orange..orange...please! You hurt me so when you speak of hens that way.
175. ORANGE: Oh, 'scuse me, egg.
176. MA: (SIGH) Well...I can't thank you enough...ever...ever! I've certainly learned my lesson.
- PAUSE:
- MA:(cont.) I say...thank you so much!
- PAUSE:
- MA: (cont.) Oh, come now! Mr. Egg? Orange? Well, you just aren't talking now, I suppose. All right then...
177. SOUND: CLATTER OF DISHES...LOUD AND HOLD UNDER  
(SINGSONG) Out to the kitchen we go we go...out to the kitchen/<sup>we</sup>go.  
(FADING) I know some things that my family don't know... Out to the kitchen we go...
- SOUND OUT...PAUSE:
178. JOHN: (LAUGH) Well, well...that's telling them isn't it, Mrs. Freyman?
179. FREYMAN: You bet it is, Johnny. And speaking of telling 'em...let's tell our CONSUMER TIME friends about the brand new, very important folde ... "Eat A Good Breakfast to Start a Good Day"...free to everyone who writes in for it. Tell them, Holly Wright!

1. The first part of the document is a list of names and addresses, which appears to be a directory or a list of contacts. The names are written in a cursive script, and the addresses are listed below them.



180. WRIGHT: It's a swell folder, friends...really interesting and packed full of important suggestions for what's good to eat at breakfast time, and why! The folder "Eat A Good Breakfast And Start A good Day" is yours free when you write to CONSUMER TIME, Washington 25, D. C. Just in case you've run out of ideas on how to make this meal a tempting, attractive one...send for your copy now! It contains plans for light breakfasts and hearty ones, too. There are some hints on unusual things to have for breakfast...ways to make breakfast more inviting...and more nourishing as well. Now that the kiddies are on the way back to school...you'll especially welcome the practical hints in the U. S. Department of Agriculture's new publication entitled "Eat A Good Breakfast to Start A Good Day". It's yours absolutely free when you write to CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address, and the call letters of the station to which you are listening!

181. FREYMAN: Next week is going to be exciting. We're going to broadcast CONSUMER TIME from the deck of a big fishing boat, out in the middle of Lake Michigan.

182. JOHN: Be sure to be with us next Saturday for another edition of...

183. SOUND: CASH REGISTER.

184. ANNCR: CONSUMER TIME!

185. SOUND: CASH REGISTER

186. JOHN: How your money buys a living in wartime!

187. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

